

October 10, 2020

**Klenk Family Vineyards  
393 Blue Dog Road  
Fredericksburg, Texas 78624  
830-992-5638**

Re: Comments on Charge 4: Evaluate wine industry and use of "Texas" as appellation.

Chairman King and Committee Members-

Thank you for addressing Texas Wine Truth in Labeling.

My family has been growing wine grapes in the Texas Hill Country for 17 years. We support requiring the use of 100% Texas grapes in wine labeled "Texas".

Texas is a State, and it is also a brand. It is a hard-fought brand. Texas was born from many years of adversity. I am a seventh generation Texan and I've heard the stories of the struggles my family faced.

Growing wine grapes in Texas is also a struggle. It is not easy, nor is it inexpensive.

I believe that allowing the use of West Coast grapes in wine labeled "Texas" cheapens the hard-fought Texas brand. I also believe it impacts the price Texas growers can receive for their fruit.

I spent almost 40 years working in the oil field. There is the concept of 'last barrel'. The last barrel of oil sold can set the price for all barrels sold. The same is also true of grapes. If the Big Wineries are able to bring cheap California fruit into Texas and label it as Texas Origin, this helps the Big Wineries force down the price they pay for Texas grapes.

This truth in labeling does not prevent the wineries from making wine from California fruit, it only requires them to be upfront where the grapes were grown. The consumer deserves to know.

Thank you for your time.

Dave Klenk  
Klenk Family Vineyards  
830-992-5638